

PRELIMINARY VISUAL DESIGN
MARKING CRITERIA for "IN THE BOX"
Due: Week 3 - Monday, 12 May 2008

Critical and Historical Studies: 10% {Total marks: 20}

Questions 1 & 2: Two different products & assessment of their special qualities

| CRITERIA | Marks |
|---|--------------|
| <ul style="list-style-type: none">• Excellent identification of the special qualities of each product and the ways it has been designed for its purpose• Excellent assessment of each product through visual qualities | 9 - 10 |
| <ul style="list-style-type: none">• Clear identification of the qualities of each product• Clear assessment of each product through visual qualities | 7 - 8 |
| <ul style="list-style-type: none">• Some identification of the qualities in each product with some discussion | 5 - 6 |
| <ul style="list-style-type: none">• Superficial discussion/identification | 3 - 4 |
| <ul style="list-style-type: none">• Little evidence | 1 - 2 |

Question 3: Analysis of ethical issues for the consumers

| CRITERIA | MARKS |
|---|--------------|
| <ul style="list-style-type: none">• Excellent analysis of the ethical issues made for the consumers | 9 - 10 |
| <ul style="list-style-type: none">• Clear analysis of the ethical issues made for the consumers | 7 - 8 |
| <ul style="list-style-type: none">• Some analysis of the ethical issues made | 5 - 6 |
| <ul style="list-style-type: none">• Superficial analysis of the ethical issues made | 3 - 4 |
| <ul style="list-style-type: none">• Little evidence in the analysis | 1 - 2 |